

NAPCS Product List for NAICS 54185: Display Advertising

1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	
54185	1					Leased display advertising media space	Leasing display advertising media space. The leasing agreement may include additional services such as storage and rotation. Includes: • installation, maintenance, and removal of the advertising sustrate.	541850	541850	541850	83620
54185	1.1	X				Leased display advertising media space, large format	Leasing display advertising media space on standardized large format advertising displays intended for viewing from extended distances. Leasing agreement may include additional services such as storage and rotation, and may include temporary add-ons specific to the advertiser. Examples include bulletins, 30-sheet posters, 8-sheet poster, wall murals, and spectacular displays known as billboards in the U.S. Includes: • installation, maintenance, and removal of the advertising sustrate.	541850	541850	541850	83620
54185	1.1.1				X	Leased display advertising media space, bulletins	Leasing display advertising media space on 14' h x 48' w advertising displays. Leasing agreement may include temporary add-ons specific to the advertiser. Includes: • installation, maintenance, and removal of the advertising sustrate.	541850	Si existiera el producto: 541850	541850	83620
54185	1.1.2				X	Leased display advertising media space, posters	Leasing display advertising media space on 30-sheet or 8-sheet poster displays. Leasing agreement may include temporary add-ons specific to the advertiser. Includes: • installation, maintenance, and removal of the advertising sustrate.	541850	Si existiera el producto: 541850	541850	83620
54185	1.1.3				X	Leased display advertising media space, wall murals	Leasing display advertising media space on building's exterior wall. Includes: • installation/painting on the wall, maintenance, and removal.	541850	541850	541850	83620

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54185	1.1.4				X	Leased display advertising media space, spectaculars	Leasing display advertising media space on a bulletin-size or larger (perhaps nonstandard size) structure built to specifications of a particular advertiser on a long-term contract. Includes a combination of special features such as: extensions/embellishments, lighting effects, neon, 3D, animation, electronics. Includes: • installation, maintenance and removal of the advertising substrate.	541850	Si existiera el producto: 541850	541850	83620
54185	1.2	X				Leased display advertising media space, transit	Leasing display advertising media space affixed to moving vehicles, or positioned in the common areas of transit stations, terminal and airports. Example locations include bus stations, train stations, subway stations, exterior & interior bus panels, interior & exterior subway and rail advertising, airport advertising, truckside panels, taxi panels. Includes: • installation, maintenance and removal of the advertising substrate.	541850	541850	541850	83620
54185	1.3	X				Leased display advertising media space, street furniture and other urban fixtures	Leasing advertising space on advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians and shoppers for eye-level viewing, or at curbside to influence vehicular traffic. Example locations include shopping mall advertising, in-store advertising, convenience store advertising, urban panels, bus shelter panels, bus bench panels, newsstand/news rock panels, information kiosk panels, public telephone panels, pedestrian panels, I-sheet posters. Includes: • installation, maintenance and removal of the advertising substrate.	541850	541850	541850	83620
54185	1.4	X				Leased display advertising media space, other	Leasing advertising media space on other outdoor media formats used to create customized solutions for advertisers. Examples include stadium/arena/speedway advertising, airborne/airship display, marine vessel display, and any new non-standardized media space. Includes: • installation, maintenance and removal of the advertising substrate.	541850	541850	541850	83620